ShowBiz Pizza Time, Inc.



FRANCHISE NEWS



#25

January 16, 1987

WEEKLY SALES

AVERAGES FOR WEEK ENDING 1/11/87

SPP Franchised Units (70): $12,886
SPP Company Units (90): $17,113
CEC Franchised Units (86): $13,604
CEC Company Units (28): $19,484

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $22,407

1. San Jose (Tully), CA
   M.C.A. & Associates
2. Portland, OR
   Computerized Entertainment Concepts
3. Tacoma, WA
   Northwest Partners V
4. Clarksburg, WV
   Trio Foods Enterprises
5. Burnaby, BC
   Nintendo Entertainment Centres
6. Milwaukee (Chase), WI
   R. C. Schmidt, Jr.
7. Bridgeville, PA
   McKnight Family Centers
8. Chattanooga, TN
   McBiz Corporation
9. Huntington, WV
   Huntington, Entertainment
10. Lafayette, LA
    Acadiana Productions
11. Pearl City, HI
    Selwyn S. P. Chan
12. Victoria Park, ONT
    All Canadian Pizza Shows
13. Honolulu, HI
    Pal Anderson Enterprises
14. West Allis, WI
    R. C. Schmidt, Jr.
15. Virginia Beach, VA
    Adventure Restaurant Corporation
16. Allentown, PA
    Wellington Development of Florida
17. Greece, NY
    Pizza Time of New York
18. Fayetteville, NC
    Adventure Restaurant Corporation
19. Valencia, Ca
    ARC Pizza Holding Co.
20. Charlotte, NC
    Adventure Restaurant Corporation

Chuck E. Cheese

Average of Top 20 Units = $21,073

1. San Jose (Tully), CA
   M.C.A. & Associates
2. Portland, OR
   Computerized Entertainment Concepts
3. Tacoma, WA
   Northwest Partners V
4. Burnaby, BC
   Nintendo Entertainment Centres
5. Milwaukee(Chase), WI
   R. C. Schmidt, Jr.
6. Bridgeville, PA
   McKnight Family Centers #3
7. Pearl City, HI
   Selwyn S.P. Chan
8. Victoria Park, ONT
   All Canadian Pizza Shows
9. West Allis, WI
   R. C. Schmidt, Jr.
10. Greece, NY
    Pizza Time of New York
11. Valencia, CA
    ARC Pizza Holding Co.
12. Hayward, CA
    Ulrike-Grandjean Corp.
13. West Mifflin, PA
    McKnight Family Centers #3
14. Brooklyn, NY
    Family Showtime Theatre of Bay Parkway
15. El Toro, CA
    F.E.C., Inc.
16. Penfield, NY
    Pizza Time of New York
17. Victorville, CA
    Backyard Investment Group
18. Monroeville, PA
    McKnight Family Centers
19. Sacramento (Arden Way), CA
    Ulrike-Grandjean Corp.
20. Tukwila, WA
    Northwest Partners IV

ShowBiz Pizza Place

Average of Top 20 Units = $18,563

1. Clarksburg, WV
   Trio Foods Enterprises
2. Chattanooga, TN
   McBiz Corporation
3. Huntington, WV
   Huntington Entertainment
4. Lafayette, LA
   Acadiana Productions
5. Honolulu, HI
   Pal Anderson Enterprises
6. Virginia Beach, VA
   Adventure Restaurant Corporation
7. Allentown, PA
   Wellington Development of Florida
8. Fayetteville, NC
   Adventure Restaurant Corporation
9. Charlotte, NC
   Adventure Restaurant Corporation
10. Knoxville, TN
    Gary Long
11. Phoenix #2 (Mesa), AZ
    S-M Pizza
12. Little Rock #2, AR
    Harold Burlingame
13. Greenville, SC
    McBiz Corporation
14. Greensboro, NC
    Mike Hilton
15. Wilmington, DE
    McBiz Corporation
16. Phoenix #1, AZ
    S-M Pizza
17. Lexington, KY
    McBiz Corporation
18. Fargo, ND
    Great Plains Associates
19. Parkersburg, WV
    Trio Foods Enterprises
20. Nashville #2, TN
    BAM, Inc.

CONGRATULATIONS

TO

LINDY STEVENS, BILLINGS, MT.

Mr. Lindy Stevens, the general manager of the Billings, Montana ShowBiz (Franchisee - T'N'T Partnership), has been named "Business Leader of the Year" by the Community Living Magazine in Billings. The following is a recap of the salute paid to Lindy by the magazine.

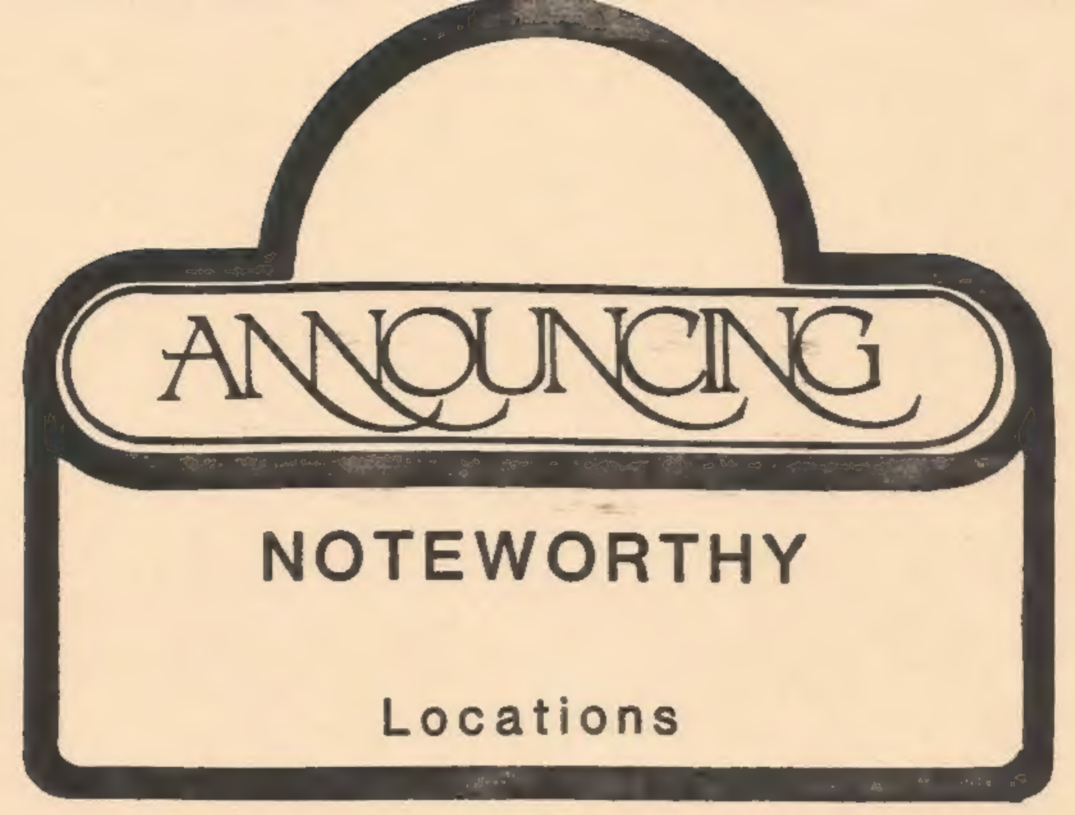
As concerned with the development of his community as he is with the success of ShowBiz Pizza, Lindy Stevens has poured tremendous personal time and energy in recycling much of ShowBiz Pizza's revenue back into the community.

The outcome cannot be measured in economic returns. It is most assuredly measured by the priceless smiles on our children's faces, in their tears that stop falling, in their pain that is alleviated and their fears that are put to rest.

Guided by Lindy's managerial leadership abilities, ShowBiz Pizza Place has been responsible for:

* Mitzi's Cheer-Up Corner play area for toddlers at St. Vincent's Hospital, for the weekly visits of ShowBiz characters to the children's wards, and the Fun Pad Prescription forms that are given out by area doctors and dentists.
* sponsoring Billings Wrestling for area youths;
* sponsoring Central Heights Little League;
* assisting Campfire Girls and Boys by donating $3.00 discount coupons;
* supporting the Arthritis Foundation Telethon that provides aid to afflicted children on a state-wide basis;
* working to promote the YMCA's Latch Key program;
* developing, with KULR TV, the area Identa-A-Kid fingerprinting program for parents; and
* encouraging school programs by buying ads in school papers, employing National Honor Society Students and so much more.

Our applause to Lindy for a job well done and to his franchisee, T'N'T Partnership, for the support in making this happen!



NOTEWORTHY LOCATIONS

We would like to congratulate the following locations for earning a "NOTEWORTHY" on their Quality Assurance Evaluation during the period 11/17/86 to 12/13/86:

HONOLULU, HI
Franchisee: Pal Anderson Enterprises
Staff: Sandy O'Hara
Clayton Onaga
Cherylann Aholelei
Jill Akana
Greg Navitt

PANAMA CITY, FL
Franchisee: Sapna Enterprises
Staff: Mike Franck
Tracy Mallory
Ken Parker
Dot Barnes

SHEFFIELD, AL
Franchisee: Butler and Hebert Enterprises, Inc.
Staff: Ira Butler
Alicia McGuyer
Nancy Gray
Sherry Patterson
Freddie Vaughn

MANHATTAN, KS
Franchisee: Adventure Restaurant Corporation
Staff: Tom Jaskiewicz
Curtis Owen
Deirdrea Lyon
Lonnie Giles

CAPE GIRARDEAU, MO
Franchisee: Pumezco
Staff: Joe Neftzger
Jim Caito
Roger Giltner
Shane Callow

PORT ARTHUR, TX
Franchisee: Danny Adair
Staff: Steve Askew
Patty Askew
"Butch" Miller

PADUCAH, KY
Franchisee: Pumezco
Staff: Joe Neftzger
Todd Rose
Bruce Renfrew
Steve Harrison

LITTLE ROCK #2, AR
Franchisee: Harold Burlingame
Staff: Cheryl Bolin
Kelly Hearn
Mary Hatfield
Cheryl Brewer
Jerry Tarp

CHARLOTTE, NC
Franchisee: Adventure Restaurant Corporation
Staff: Ken Brock
Rich Hargett
Bill King

GREENSBORO, NC
Franchisee: Mike Hilton
Staff: Mike McLamb
Tammy Louya
Barbara Graham
Chris Thomas

LITTLE ROCK #1, AR
Franchisee: Harold Burlingame
Staff: Carl Sandberg
Barbara Grammer
Bart Gregory
Paul Miller

SHREVEPORT, LA
Franchisee: Partners Unlimited
Staff: Ted LaFever
Brian Casey
Michael Moore
Jessica Gudritz

LAFAYETTE, LA
Franchisee: Acadiana Productions
Staff: Kevin Cook
Sheryl Richard
Brian Cook
Tony Falcon

ASHEVILLE, NC
Franchisee: United Amusement
Staff: Keith Bryant
Paul Reith
Pete Dickinson

JOHNSON CITY, TN
Franchisee: J. C. Food Systems, Ltd.
Staff: Ken Bolton
Melissa Hobson
Gail Hollister
Marty Lane



YOUR REGIONAL DIRECTOR

For your reference, we have listed on the following page the Regional Directors' names and a regional breakdown (alphabetically by state, then city). This will give you the name of the person responsible for giving you assistance whenever you have a question or problem. Should your Regional Director be out of town at the time you call, the Franchise Department Staff will be glad to assist you.

AVAILABLE CEC PACKAGE

There is a Chuck E. Cheese package available in El Paso, TX. If you are interested in signs, show, or other equipment, contact:

Raymond Torres
1166 Yarbrough Dr.
El Paso, TX 79925
915/546-7782

Mr. Torres is the Area Supervisor for Pistol Pete's Pizza.

SHOWBIZ PIZZA TIME, INC. 1987 ACCOUNTING CALENDAR

Attached for your refenence is a copy of the 1987 Accounting Calendar for ShowBiz Pizza Time, Inc.

TECHNICAL WORKSHOP

The Technical Workshop for ShowBiz Technicians will start at 9:00 a.m. in Nashville's Hickory Hill location on January 28. We urge you to have your technician there. Tom Kelley has been conducting an excellent workshop that solves store problems most effectively. Please call Franchise Operations for additional details.

CHANGE IN OPERATING HOURS

Corporate stores are implementing a 10:00 a.m. opening time on Saturday mornings. We have found that the 11:00 a.m. birthday parties book very quickly and we are able to slide additional parties in at 10:00. Walk-in traffic is also starting to pick-up between 10 and 11.

Stevenson's has a few Operating Hour Signs which reflect this change. If you are interested, the order number is AJAX003.

YOUR REGIONAL DIRECTOR

RAY MARTIN

EASTERN REGION

AL, Dothan
DE, Wilmington
FL, Ft. Walton Beach
FL, Jacksonville (Org Pk)
FL, Jacksonville (Reg)
FL, Panama City
FL, Pensacola
MA, Danvers
MA, Fall River
MA, Springfield
MS, Gulfport
MS, Jackson
NJ, Union
NY, Albany
NY, Amherst
NY, Brooklyn
NY, Commack
NY, Greece
NY, Johnson City
NY, Levittown
NY, Penfield
NY, Syracuse
NY, West Seneca
NC, Asheville
NC, Charlotte
NC, Fayetteville
NC, Greensboro
NC, Wilmington
PA, Allentown
PA, Harrisburg
PA, Philadelphia
PA, Reading
PA, York
RI, Warwick
SC, Charleston
SC, Columbia
SC, Greenville
SC, Myrtle Beach
SC, Surfside Beach
TN, Johnson City
TN, Knoxville
TN, Maryville
VA, Alexandria
VA, Hampton
VA, Lynchburg
VA, Roanoke
VA, Virginia Beach

Brampton, Ontario
Burlington, Ontario
Downsview, Ontario
Victoria Park, Ontario
Guatemala City, Guatemala

JIM WINTERS

CENTRAL REGION

IL, Champaign
IL, Decatur
IL, Loves Park
IL, Normal
IL, Waukegan
IA, Cedar Falls
IA, Cedar Rapids
IA, Davenport
IA, Des Moines
KS, Manhattan
KY, Florence
KY, Lexington
KY, Louisville #1
KY, Louisville #2
KY, Owensboro
KY, Paducah
MI, Portage
MN, Blaine
MN, Burnsville
MN, Maplewood
MN, New Hope
MN, Richfield
MN, St. Cloud
MO, Cape Girardeau
ND, Fargo
OH, Akron
OH, Boardman
OH, Columbus (Col. Sq.)
OH, Columbus (Eastland)
OH, Mentor
OH, North Olmsted
PA, Altoona
PA, Bridgeville
PA, Johnstown
PA, Monroeville
PA, West Mifflin
TN, Chattanooga
TN, Memphis #1
TN, Memphis #2
TN, Nashville #1
TN, Nashville #2
WV, Clarksburg
WV, Huntington
WV, Parkersburg
WI, Brookfield
WI, Milwaukee (Chase)
WI, Milwaukee (G.H.)
WI, West Allis

Guadalajara, Mexico
Mexico City #1, Mexico
Mexico City #2, Mexico

RON REYNOLDS

WESTERN REGION

AL, Sheffield
AK, Anchorage
AK, Fairbanks
AZ, Phoenix #1
AZ, Phoenix #2 (Mesa)
AZ, Tuscon
AR, Fayetteville
AR, Little Rock #1
AR, Little Rock #2
CA, Chico
CA, Concord
CA, El Toro
CA, Fairfield
CA, Hayward
CA, Marinwood
CA, Merced
CA, Modesto
CA, Redding
CA, Sacramento (Arden)
CA, Salinas
CA, San Jose (Tully)
CA, San Jose (Kooser)
CA, Santa Maria
CA, Simi Valley
CA, Stockton
CA, Tracy
CA, Valencia
CA, Victorville
HI, Honolulu
HI, Pearl City
ID, Boise
LA, Lafayette
LA, Shreveport
MT, Billings
NM, Albuquerque
OR, Portland
OR, Salem
TX, Port Arthur
TX, Waco
UT, Ogden
UT, Provo (Orem)
UT, Salt Lake City
WA, Lynnwood
WA, Richland
WA, Spokane
WA, Tacoma
WA, Tukwila

Calgary, Alberta
Edmonton, Alberta
Burnaby, British Columbia




FEBRUARY 2 DEADLINE FOR MAY 10 CO-OP INSERT

REMINDER....REMINDER....REMINDER....

February 2 is the last date to place an order for participation with the Company on the May 10 Co-Op Insert. Following is a summary of sales changes the Company and those franchisees who participated on the November 30 Insert have seen. If you have any questions, please call Lois Perry or your Franchise Representative TODAY!!!

Week Ending	Company	Franchise
12/7	23.0%	16.9%
12/14	20.4%	15.4%
12/21	22.0%	22.8%
12/28	6.7%	4.8%
1/4	13.5%	20.0%
1/11	3.9%	7.8%
Average for 6 weeks into Promotion	14.9%	14.6%



SHOW FORMAT

We have had several comments concerning the Entertainment Committee's decision to change the animated show format to longer continuous segments, roughly 15 minutes in length. It appears we are equally divided between those that like the new format and those that do not.

In most cases, the people that dislike the format say that it can make birthday parties difficult to manage on a busy day. The managers that like the format claim that our customers are more entertained by it and that the format actually helps them organize their handling of birthdays.

For the new tape format to compliment your birthday program properly, you should operate under the "Birthday Wave" procedure (where all parties are booked to occur at specified times, i.e. 11:00, 1:00, 3:00, etc.) Guidelines for this recommended procedure have been distributed previously, but in case you missed it, another copy can be obtained from the Franchise Department.

If you choose not to implement the "Birthday Wave", your Entertainment Committee suggests that you may want to play one of your old format tapes during the peak birthday party period. This can be considered only as a transitional solution and you should make plans to modify your operation as appropriate to take full advantage of the new format.

Currently, there are no plans to change the tape format back to shorter segments, but we will continue to monitor feedback and respond accordingly.

Thank you for your comments. We need your continued input to properly plan the evolution of our entertainment. Please contact any Entertainment Committee member or your Franchise Representative if you have further comments or questions.

SHOWBIZ PIZZA TIME, INC .

1987 ACCOUNTING CALENDAR

FIRST QUARTER

1st Period

MON	TUE	WED	THU	FRI	SAT	SUN
JAN 5	JAN 6	JAN 7	JAN 8	JAN 9	JAN 10	JAN 11
JAN 12	JAN 13	JAN 14	JAN 15	JAN 16	JAN 17	JAN 18
JAN 19	JAN 20	JAN 21	JAN 22	JAN 23	JAN 24	JAN 25
JAN 26	JAN 27	JAN 28	JAN 29	JAN 30	JAN 31	FEB 1

2nd Period

MON	TUE	WED	THU	FRI	SAT	SUN
FEB 2	FEB 3	FEB 4	FEB 5	FEB 6	FEB 7	FEB 8
FEB 9	FEB 10	FEB 11	FEB 12	FEB 13	FEB 14	FEB 15
FEB 16	FEB 17	FEB 18	FEB 19	FEB 20	FEB 21	FEB 22
FEB 23	FEB 24	FEB 25	FEB 26	FEB 27	FEB 28	MAR 1

3rd Period

MON	TUE	WED	THU	FRI	SAT	SUN
MAR 2	MAR 3	MAR 4	MAR 5	MAR 6	MAR 7	MAR 8
MAR 9	MAR 10	MAR 11	MAR 12	MAR 13	MAR 14	MAR 15
MAR 16	MAR 17	MAR 18	MAR 19	MAR 20	MAR 21	MAR 22
MAR 23	MAR 24	MAR 25	MAR 26	MAR 27	MAR 28	MAR 29
MAR 30	MAR 31	APR 1	APR 2	APR 3	APR 4	APR 5

SECOND QUARTER

4th Period

MON	TUE	WED	THU	FRI	SAT	SUN
APR 6	APR 7	APR 8	APR 9	APR 10	APR 11	APR 12
APR 13	APR 14	APR 15	APR 16	APR 17	APR 18	APR 19
APR 20	APR 21	APR 22	APR 23	APR 24	APR 25	APR 26
APR 27	APR 28	APR 29	APR 30	MAY 1	MAY 2	MAY 3

5th Period

MON	TUE	WED	THU	FRI	SAT	SUN
MAY 4	MAY 5	MAY 6	MAY 7	MAY 8	MAY 9	MAY 10
MAY 11	MAY 12	MAY 13	MAY 14	MAY 15	MAY 16	MAY 17
MAY 18	MAY 19	MAY 20	MAY 21	MAY 22	MAY 23	MAY 24
MAY 25	MAY 26	MAY 27	MAY 28	MAY 29	MAY 30	MAY 31

6th Period

MON	TUE	WED	THU	FRI	SAT	SUN
JUN 1	JUN 2	JUN 3	JUN 4	JUN 5	JUN 6	JUN 7
JUN 8	JUN 9	JUN 10	JUN 11	JUN 12	JUN 13	JUN 14
JUN 15	JUN 16	JUN 17	JUN 18	JUN 19	JUN 20	JUN 21
JUN 22	JUN 23	JUN 24	JUN 25	JUN 26	JUN 27	JUN 28
JUN 29	JUN 30	JUL 1	JUL 2	JUL 3	JUL 4	JUL 5

THIRD QUARTER

7th Period

MON	TUE	WED	THU	FRI	SAT	SUN
JUL 6	JUL 7	JUL 8	JUL 9	JUL 10	JUL 11	JUL 12
JUL 13	JUL 14	JUL 15	JUL 16	JUL 17	JUL 18	JUL 19
JUL 20	JUL 21	JUL 22	JUL 23	JUL 24	JUL 25	JUL 26
JUL 27	JUL 28	JUL 29	JUL 30	JUL 31	AUG 1	AUG 2

8th Period

MON	TUE	WED	THU	FRI	SAT	SUN
AUG 3	AUG 4	AUG 5	AUG 6	AUG 7	AUG 8	AUG 9
AUG 10	AUG 11	AUG 12	AUG 13	AUG 14	AUG 15	AUG 16
AUG 17	AUG 18	AUG 19	AUG 20	AUG 21	AUG 22	AUG 23
AUG 24	AUG 25	AUG 26	AUG 27	AUG 28	AUG 29	AUG 30

9th Period

MON	TUE	WED	THU	FRI	SAT	SUN
AUG 31	SEP 1	SEP 2	SEP 3	SEP 4	SEP 5	SEP 6
SEP 7	SEP 8	SEP 9	SEP 10	SEP 11	SEP 12	SEP 13
SEP 14	SEP 15	SEP 16	SEP 17	SEP 18	SEP 19	SEP 20
SEP 21	SEP 22	SEP 23	SEP 24	SEP 25	SEP 26	SEP 27
SEP 28	SEP 29	SEP 30	OCT 1	OCT 2	OCT 3	OCT 4

FOURTH QUARTER

10th Period

MON	TUE	WED	THU	FRI	SAT	SUN
OCT 5	OCT 6	OCT 7	OCT 8	OCT 9	OCT 10	OCT 11
OCT 12	OCT 13	OCT 14	OCT 15	OCT 16	OCT 17	OCT 18
OCT 19	OCT 20	OCT 21	OCT 22	OCT 23	OCT 24	OCT 25
OCT 26	OCT 27	OCT 28	OCT 29	OCT 30	OCT 31	NOV 1

11th Period

MON	TUE	WED	THU	FRI	SAT	SUN
NOV 2	NOV 3	NOV 4	NOV 5	NOV 6	NOV 7	NOV 8
NOV 9	NOV 10	NOV 11	NOV 12	NOV 13	NOV 14	NOV 15
NOV 16	NOV 17	NOV 18	NOV 19	NOV 20	NOV 21	NOV 22
NOV 23	NOV 24	NOV 25	NOV 26	NOV 27	NOV 28	NOV 29

12th Period

MON	TUE	WED	THU	FRI	SAT	SUN
NOV 30	DEC 1	DEC 2	DEC 3	DEC 4	DEC 5	DEC 6
DEC 7	DEC 8	DEC 9	DEC 10	DEC 11	DEC 12	DEC 13
DEC 14	DEC 15	DEC 16	DEC 17	DEC 18	DEC 19	DEC 20
DEC 21	DEC 22	DEC 23	DEC 24	DEC 25	DEC 26	DEC 27
DEC 28	DEC 29	DEC 30	DEC 31	JAN 1	JAN 2	JAN 3

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